

IN THE CLAIMS

1. (currently amended) A method for a consumer to obtain timely and appropriate marketing data while remaining anonymous to the sources of the marketing data, said method comprising:

self-generating an anonymous consumer profile personalized to the consumer;

accessing a computer and database system for storing anonymous consumer profiles;

providing access to the anonymous consumer profile to one or more entities;

receiving marketing data from the entities based on the anonymous consumer profile;

providing feedback on the received marketing data, the feedback becoming a part of the anonymous consumer profile; and

repeating the receiving marketing data and providing feedback steps.

2. (original) A method according to Claim 1 wherein generating an anonymous consumer profile comprises providing answers to questionnaires of non-identifying, personal information.

3. (original) A method according to Claim 2 wherein providing answers to questionnaires of non-identifying, personal information comprises providing answers in a non-text format.

4. (original) A method according to Claim 2 wherein providing answers to questionnaires of non-identifying, personal information comprises providing answers using one or more of multiple choice selections and true or false selections.

5. (canceled)

6. (currently amended) A method according to Claim 1 ~~Claim 5~~ wherein accessing a system for storing anonymous consumer profiles comprises providing answers to the system to a

series of questions which match answers previously provided to the system for the same series of questions to select a particular anonymous consumer profile.

7. (currently amended) A method according to Claim 1 ~~Claim 5~~ wherein accessing a system for storing anonymous consumer profiles comprises:

accessing a web site for the system; and

entering and encrypting a unique identifier which identifies a particular anonymous consumer profile.

8. (currently amended) A method according to Claim 1 ~~Claim 5~~ wherein accessing a system for storing anonymous consumer profiles comprises running an anonymizing program or subscribing to an anonymizing service to prevent identification of the consumer from computer messages sent to the system by the consumer.

9. (original) A method according to Claim 1 wherein receiving marketing data from the entities comprises receiving an offer of compensation for at least one of viewing the received marketing data and providing feedback relating to the received marketing data.

10. (original) A method according to Claim 1 wherein providing feedback on the received marketing data comprises one or more of including information regarding prior purchase, including information regarding whether the consumer approved or disapproved of the marketing data, including information regarding whether the consumer has any interest in viewing similar sets of marketing data in the future, and information regarding whether the timing for viewing similar sets of marketing data is appropriate.

11. (original) A method according to Claim 1 wherein receiving marketing data from the entities comprises receiving the marketing data via an anonymous E-mail inbox which may provide one or more of a description of the advertisement in text, video, and/or audio, an amount of payment for review of the advertisement, and an amount of rebate or discount available for the purchase of the products and services being advertised.

12. (original) A method for generating a database of personalized anonymous consumer profiles, said method comprising:

- (a) providing a questionnaire to a consumer, the questions having a nature such that answers to the questions include only non-identifying information concerning the consumer;
- (b) accepting answers to the questionnaire, the answers containing only non-identifying information;
- (c) configuring the received answers as a consumer profile database;
- (d) providing advertisements to the consumer based on the consumer profile database;
- (e) receiving feedback on the advertisements;
- (f) updating the consumer profile database based on the feedback; and
- (g) repeating steps (d) through (f).

13. (original) A method according to Claim 12 further comprising:

providing updated questions to the consumer based on one or more of the received answers and the received feedback;

receiving answers related to the updated questions; and

updating the consumer profile based on the answers received relating to the updated questions.

14. (original) A method according to Claim 13 further comprising compensating the consumer for at least one of the received answers to the questionnaire, the received answers to the updated questions, and the feedback received on the advertisements.

15. (original) A method according to Claim 14 wherein compensating the consumer comprises instructing the consumer to access a randomly generated website to download the compensation.

16. (original) A method according to Claim 12 wherein receiving feedback on the advertisements comprises answering questions regarding appropriateness and timing of the advertisements.

17. (original) A method according to Claim 12 further comprising storing the consumer profiles in a database.

18. (original) A method according to Claim 12 further comprising accessing the database to provide updated answers to previously answered questions.

19. (original) A method according to Claim 12 wherein receiving feedback on the advertisements comprises:

selecting a purchase option for an item within an advertisement; and

updating the profile to include that the item has been purchased.

20. (original) A method according to Claim 12 wherein the anonymous profiles are maintained by an intermediary, and wherein advertisers pay the intermediary to provide advertisements to the consumers based on the anonymous consumer profiles.

21. (original) A method according to Claim 20 wherein the intermediary distributes a portion of the pay to the consumers who provide feedback on the advertisements.

22. (original) A method according to Claim 12 wherein receiving non-identifying answers comprises providing an inability to accept identifying information.

23. (original) A method according to Claim 12 wherein receiving non-identifying answers comprises presenting the questionnaire to the user in a non-text entry format including one or more of true/false selections, pull down menus, and multiple choice selections.

24. (original) A method according to Claim 12 further comprising logging into a computer storing the database utilizing at least one of an anonymizing program, a random username, and answering a series of previously answered questions to uniquely identify a user to the computer.

25. (original) An anonymous consumer profiling system comprising at least one computer running a web server and a database, said system configured to:

provide a questionnaire relating to non-identifying information to a user;

receive answers to the questionnaire from the user;

configure the received answers as a consumer profile for the user;

provide advertisements to the user based on the consumer profile;

receive feedback on the advertisements from the user; and

update the consumer profile based on the received feedback, said computer configured to maintain an anonymity of the consumer at all times.

26. (original) A system according to Claim 25 further configured to:

provide updated questions to the consumer based on one or more of the received answers and the received feedback;

receive answers related to the updated questions; and

update the consumer profile based on the answers received relating to the updated questions.

27. (original) A system according to Claim 26 further configured to:

provide compensation to the consumer for at least one of the received answers to the questionnaire, the received answers to the updated questions, and the feedback received on the advertisements.

28. (original) A system according to Claim 27 further configured to:

generate random website addresses; and

instruct the consumer to access one of the randomly generated website addresses to download the compensation.

29. (original) A system according to Claim 25 further configured to store the consumer profiles in said database.

30. (original) A system according to Claim 25 wherein to receive answers from the user, said system is configured to present the answers to the questionnaire to the user in a non-text entry format including one or more of true/false selections, pull down menus, and multiple choice selections.

31. (original) A system according to Claim 25 wherein said system is configured with at least one of an anonymizing program and a random username generator.

32. (original) A system according to Claim 25 wherein said system is configured present a series of previously answered questions to a user attempting to log in to said system, the received answers uniquely identifying a user to said system.

33. (original) A system according to Claim 25 wherein the non-identifying questions are personal in nature.

34. (currently amended) An anonymous marketing method comprising:

encouraging a group of consumers to self-generate anonymous consumer profiles for storage in a computerized database;

marketing to ~~the group of certain of the~~ consumers ~~based on~~ using marketer generated data that is applied to the anonymous profiles stored within the computerized database;

requesting feedback from the ~~group~~ certain of the consumers regarding the marketing while maintaining their anonymity;

adding the feedback to revise the anonymous profiles within the computerized database;
and

refining the marketing to the group certain of consumers based on the revised anonymous profiles.

35. (original) A method according to Claim 34 wherein causing anonymous profiles for a group of consumers to be generated comprises:

providing questionnaires of non-identifying, personal information;

receiving answers to the questionnaires while maintaining anonymity for the consumers;
and

storing the received answers in a database.

36. (original) A method according to Claim 35 further comprising:

receiving revised answers to previously asked questions; and

storing the revised answers in the database.

37. (original) A method according to Claim 34 wherein the consumer profiles are generated via consumers accessing a website.

38. (original) A method according to Claim 34 wherein requesting feedback from the group of consumers regarding the marketing comprises offering the group of consumers compensation for providing feedback while maintaining anonymity for the consumers.